

This listing of claims will replace all prior versions, and listings, of claims in the application:

1 Claim 1 (previously presented): A system for
2 providing text summarization for use in Web-based
3 content, comprising:
4 a text identifier to determine text responsive to
5 an executed query comprising one or more query terms;
6 a phrase identifier to identify at least one
7 phrase within the text; and
8 a phrase summarizer to summarize at least one of
9 the at least one phrase into summarized text, the
10 phrase summarizer including
11 a word marker to mark at least one word in
12 the at least one of the at least one phrase using at
13 least one of (A) a match of the at least one word with
14 at least one word of the executed query, and (B) a
15 format rule, and
16 a word placer to place the at least one
17 marked word into the summarized text subject to space
18 restrictions.

1 Claim 2 (previously presented): A system according to
2 Claim 1, wherein the at least one phrase is identified
3 by content separators evaluated within the text.

1 Claim 3 (original): A system according to Claim 2,
2 wherein the content separators comprises at least one
3 of breaking punctuation, parenthetical text and
4 breaking prepositions.

1 Claim 4 (previously presented): A system according to
2 Claim 2, further comprising:
3 a phrase matcher to match at least one word in
4 the at least one of the at least one phrase with at
5 least one word of the executed query independent of at
6 least one of case and suffixes.

1 Claim 5 (previously presented): A system according to
2 Claim 2, further comprising:
3 a word locator to locate at least one significant
4 word situated relative to one such matched word within
5 the at least one phrase, and to place the at least one
6 significant word into the summarized text subject to
7 space restrictions.

1 Claim 6 (previously presented): A system according to
2 Claim 5, further comprising:
3 a word marker to mark one or more unplaced words
4 situated relative to one or more matched words and the
5 at least one significant word within the at least one
6 phrase, and to place one or more marked words or
7 matched words into the summarized text subject to
8 space restrictions.

1 Claim 7 (original): A system according to Claim 6,
2 further comprising:
3 a word selector to select the marked words in one
4 of right-to-left and left-to-right order.

1 Claim 8 (previously presented): A system according to
2 Claim 1, wherein the at least one phrase is identified
3 by parts of speech determined by tagging the parts of
4 speech within the text.

1 Claim 9 (original): A system according to Claim 8,
2 further comprising:
3 a word dropper to drop one or more words situated
4 relative to a grammatical phrase boundary.

1 Claim 10 (original): A system according to Claim 9,
2 further comprising:
3 a word adder to add one or more words situated
4 relative to one or more non-dropped words.

1 Claim 11 (original): A system according to Claim 9,
2 further comprising:
3 a boundary identifier to determine the
4 grammatical phrase boundary based on at least one of
5 one or more predetermined punctuation marks and a
6 prepositional phrase.

1 Claim 12 (original): A system according to Claim 11,
2 wherein the predetermined punctuation marks comprise
3 at least one of a hyphen, colon and parenthesis.

1 Claim 13 (original): A system according to Claim 8,
2 further comprising:
3 a word selector to select one or more words
4 situated relative to a grammatical phrase boundary,
5 wherein the word comprises one of a rightmost proper
6 noun, a regular noun immediately following the
7 rightmost proper noun, and a regular noun if the
8 rightmost proper noun is not found, and to place the
9 one or more selected words into the summarized text
10 subject to space restrictions.

1 Claim 14 (original): A system according to Claim 1,
2 further comprising:
3 a confidence level associated with summarized
4 text; and
5 an evaluator to evaluate a quality of the
6 summarized text based on the confidence level.

1 Claim 15 (original): A system according to Claim 14,
2 further comprising:
3 an adjuster to adjust the confidence level
4 relative to one or more dropped words.

1 Claim 16 (original): A system according to Claim 1,
2 wherein at least one word comprises a compound word
3 comprising a plurality of individual words.

1 Claim 17 (original): A system according to Claim 1,
2 further comprising:
3 a case normalizer to normalize the case for
4 letters occurring in each of the zero or more phrases.

1 Claim 18 (original): A system according to Claim 1,
2 wherein the text comprises at least one of an
3 advertisement, search results and Web content.

1 Claim 19 (original): A system according to Claim 1,
2 wherein the text comprises non-Web content.

1 Claim 20 (original): A system according to Claim 1,
2 further comprising:
3 a text placer to place the summarized text in at
4 least one of an advertising creative, summarized
5 search results and summarized Web content.

1 Claim 21 (original): A system according to Claim 1,
2 further comprising:
3 a text placer to place the summarized text into
4 at least one of a table cell and column entry.

1 Claim 22 (currently amended): A computer-implemented
2 method for providing text summarization for use in
3 Web-based content, comprising:
4 determining, using a computer system including
5 one or more computing devices, text responsive to an
6 executed query comprising one or more query terms and
7 identifying at least one phrase within the text;
8 [[and]]
9 summarizing, using the computer system, at least
10 one of the at least one phrase into summarized text,
11 the act of summarizing including
12 marking at least one word in the at least
13 one of the at least one phrase using at least one of
14 (A) a match of the at least one word with at least one
15 word of the executed query, and (B) a format rule, and
16 placing the at least one marked word into
17 the summarized text subject to space restrictions; and
18 outputting at least some of the summarized
19 text to induce rendering on a networked client device.

1 Claim 23 (currently amended): A computer-implemented
2 method according to Claim 22, further comprising:
3 identifying, using the computer system, the at
4 least one phrase by content separators evaluated
5 within the text.

1 Claim 24 (currently amended): A computer-implemented
2 method according to Claim 23, wherein the content
3 separators comprises at least one of breaking
4 punctuation, parenthetical text and breaking
5 prepositions.

1 Claim 25 (currently amended): A computer-implemented
2 method according to Claim 23, further comprising:
3 matching, using the computer system, at least one
4 word in the at least one of the at least one phrase
5 with at least one word of the executed query
6 independent of at least one of case and suffixes.

1 Claim 26 (currently amended): A computer-implemented
2 method according to Claim 23, further comprising:
3 locating, using the computer system, at least one
4 significant word situated relative to one such matched
5 word within the at least one phrase; and
6 placing, using the computer system, the at least
7 one significant word into the summarized text subject
8 to space restrictions.

1 Claim 27 (currently amended): A computer-implemented
2 method according to Claim 26, further comprising:
3 marking, using the computer system, one or more
4 unplaced words situated relative to one or more
5 matched words and the at least one significant word
6 within the at least one phrase; and
7 placing one or more marked words or matched words
8 into the summarized text subject to space
9 restrictions.

1 Claim 28 (currently amended): A computer-implemented
2 method according to Claim 27, further comprising:
3 selecting, using the computer system, the marked
4 words in one of right-to-left and left-to-right order.

1 Claim 29 (currently amended): A computer-implemented
2 method according to Claim 22, further comprising:
3 identifying, using the computer system, the at
4 least one phrase by parts of speech determined by
5 tagging the parts of speech within the text.

1 Claim 30 (currently amended): A computer-implemented
2 method according to Claim 29, further comprising:
3 dropping, using the computer system, one or more
4 words situated relative to a grammatical phrase
5 boundary.

1 Claim 31 (currently amended): A computer-implemented
2 method according to Claim 30, further comprising:
3 adding, using the computer system, one or more
4 words situated relative to one or more non-dropped
5 words.

1 Claim 32 (currently amended): A computer-implemented
2 method according to Claim 30, further comprising:
3 determining, using the computer system, the
4 grammatical phrase boundary based on at least one of
5 one or more predetermined punctuation marks and a
6 prepositional phrase.

1 Claim 33 (currently amended): A computer-implemented
2 method according to Claim 32, wherein the

3 predetermined punctuation marks comprise at least one
4 of a hyphen, colon and parenthesis.

1 Claim 34 (currently amended): A computer-implemented
2 method according to Claim 30, further comprising:
3 selecting, using the computer system, one or more
4 words situated relative to a grammatical phrase
5 boundary, wherein the word comprises one of a
6 rightmost proper noun, a regular noun immediately
7 following the rightmost proper noun, and a regular
8 noun if the rightmost proper noun is not found; and
9 placing, using the computer system, the one or
10 more selected words into the summarized text subject
11 to space restrictions.

1 Claim 35 (currently amended): A computer-implemented
2 method according to Claim 22, further comprising:
3 associating, using the computer system, a
4 confidence level with summarized text; and
5 evaluating, using the computer system, a quality
6 of the summarized text based on the confidence level.

1 Claim 36 (currently amended): A computer-implemented
2 method according to Claim 35, further comprising:
3 adjusting, using the computer system, the
4 confidence level relative to one or more dropped
5 words.

1 Claim 37 (currently amended): A computer-implemented
2 method according to Claim 22, wherein at least one
3 word comprises a compound word comprising a plurality
4 of individual words.

1 Claim 38 (currently amended): A computer-implemented
2 method according to Claim 22, further comprising:
3 normalizing, using the computer system, the case
4 for letters occurring in each of the zero or more
5 phrases.

1 Claim 39 (currently amended): A computer-implemented
2 method according to Claim 22, wherein the text
3 comprises at least one of an advertisement, search
4 results and Web content.

1 Claim 40 (currently amended): A computer-implemented
2 method according to Claim 22, wherein the text
3 comprises non-Web content.

1 Claim 41 (currently amended): A computer-implemented
2 method according to Claim 22, further comprising:
3 placing, using the computer system, the
4 summarized text in at least one of an advertising
5 creative, summarized search results and summarized Web
6 content.

1 Claim 42 (currently amended): A computer-implemented
2 method according to Claim 22, further comprising:
3 placing, using the computer system, the
4 summarized text into at least one of a table cell and
5 column entry.

1 Claim 43 (currently amended): A computer-readable
2 storage medium holding code for performing ~~[[the]]~~ a
3 method ~~[[according to Claim 57]]~~ comprising:
4 determining, using a computer system including
5 one or more computing devices, text responsive to an

6 executed query comprising one or more query terms and
7 identifying at least one phrase within the text;
8 summarizing, using the computer system, at least
9 one of the at least one phrase into summarized text,
10 the act of summarizing including
11 marking at least one word in the at least
12 one of the at least one phrase using at least one of
13 (A) a match of the at least one word with at least one
14 word of the executed query, and (B) a format rule, and
15 placing the at least one marked word into
16 the summarized text subject to space restrictions; and
17 outputting at least some of the summarized
18 text to induce rendering on a networked client device.

1 Claim 44 (previously presented): An apparatus for
2 providing text summarization for use in Web-based
3 content, comprising:
4 means for determining text responsive to an
5 executed query comprising one or more query terms and
6 means for identifying at least one phrase within the
7 text; and
8 means for summarizing at least one of the at
9 least one phrase into summarized text, the means for
10 summarizing including
11 means for marking at least one word in the
12 at least one of the at least one phrase using at least
13 one of (A) a match of the at least one word with at
14 least one word of the executed query, and (B) a format
15 rule, and
16 means for placing the at least one marked
17 word into the summarized text subject to space
18 restrictions.

1 Claim 45 (previously presented): A system for
2 building Web-based advertising creatives, comprising:
3 an advertising server to identify at least one
4 item description responsive to an executed query
5 comprising one or more query terms;
6 a phrase identifier to extract a name from the
7 item description and to identify at least one phrase
8 within the name; and
9 a phrase summarizer to summarize at least one of
10 the at least one phrase into an advertising creative,
11 the phrase summarizer including
12 a word marker to mark at least one word in the at
13 least one of the at least one phrase using at least
14 one of (A) a match of the at least one word with at
15 least one word of the executed query, and (B) a format
16 rule, and
17 a word placer to place the at least one
18 marked word into the advertising creative subject to
19 space restrictions.

1 Claim 46 (original): A system according to Claim 45,
2 further comprising:
3 a description identifier to retrieve a
4 description from the item description and to
5 supplement the advertising creative with the
6 description subject to space restrictions.

1 Claim 47 (original): A system according to Claim 46,
2 further comprising:
3 a description summarizer to summarize the
4 description.

1 Claim 48 (original): A system according to Claim 45,
2 further comprising:
3 a parse tree formed from the item description;
4 a parser to traverse the parse tree for
5 constituents meeting syntactic constraints; and
6 a description identifier to supplement the
7 advertising creative with the constituents subject to
8 space restrictions.

1 Claim 49 (original): A system according to Claim 45,
2 further comprising:
3 a category identifier to retrieve a category name
4 associated with the item description and supplementing
5 the advertising creative with the category name
6 subject to space restrictions.

1 Claim 50 (original): A system according to Claim 49,
2 further comprising:
3 a hierarchy of categories; and
4 a category summarizer to summarize the category
5 name by prepending ancestor categories determined from
6 the hierarchy.

1 Claim 51 (original): A system according to Claim 50,
2 wherein redundant categories are removed from the
3 category name.

1 Claim 52 (original): A system according to Claim 45,
2 further comprising:
3 a confidence level associated with the category
4 name; and
5 a category summarizer to select the category name
6 having a substantially best confidence level.

1 Claim 53 (original): A system according to Claim 45,
2 further comprising:

3 a merchant identifier to retrieve a merchant
4 information from the item description and
5 supplementing the advertising creative with the
6 merchant information subject to space restrictions.

1 Claim 54 (original): A system according to Claim 45,
2 further comprising:

3 a case normalizer to normalize the case for
4 letters occurring in each of the zero or more words.

1 Claim 55 (original): A system according to Claim 45,
2 wherein the item description comprises at least one of
3 structured and unstructured Web content.

1 Claim 56 (original): A system according to Claim 45,
2 wherein the item description comprises at least one of
3 a product description and a service description.

1 Claim 57 (currently amended): A computer-implemented
2 method for building Web-based advertising creatives,
3 comprising:

4 identifying, using a computer system including
5 one or more computing devices, at least one item
6 description responsive to an executed query comprising
7 one or more query terms;

8 extracting, using the computer system, a name
9 from the item description;

10 identifying, using the computer system, at least
11 one phrase within the name; [[and]]

12 summarizing, using the computer system, at least
13 one of the at least one phrase into an advertising
14 creative, the act of summarizing including
15 marking at least one word in the at least
16 one of the at least one phrase using at least one of
17 (A) a match of the at least one word with at least one
18 word of the executed query, and (B) a format rule, and
19 placing the at least one marked word into
20 the advertising creative subject to space
21 restrictions; and
22 outputting the advertising creative to
23 induce rendering on a networked client device.

1 Claim 58 (currently amended): A computer-implemented
2 method according to Claim 57, further comprising:
3 retrieving, using the computer system, a
4 description from the item description; and
5 supplementing, using the computer system, the
6 advertising creative with the description subject to
7 space restrictions.

1 Claim 59 (currently amended): A computer-implemented
2 method according to Claim 58, further comprising:
3 summarizing, using the computer system, the
4 description.

1 Claim 60 (currently amended): A computer-implemented
2 method according to Claim 57, further comprising:
3 forming, using the computer system, the item
4 description into a parse tree;
5 traversing, using the computer system, the parse
6 tree for constituents meeting syntactic constraints;
7 and

8 supplementing, using the computer system, the
9 advertising creative with the constituents subject to
10 space restrictions.

1 Claim 61 (currently amended): A computer-implemented
2 method according to Claim 57, further comprising:
3 retrieving, using the computer system, a category
4 name associated with the item description; and
5 supplementing, using the computer system, the
6 advertising creative with the category name subject to
7 space restrictions.

1 Claim 62 (currently amended): A computer-implemented
2 method according to Claim 61, further comprising:
3 defining, using the computer system, a hierarchy
4 of categories; and
5 summarizing, using the computer system, the
6 category name by prepending ancestor categories
7 determined from the hierarchy.

1 Claim 63 (currently amended): A computer-implemented
2 method according to Claim 62, further comprising:
3 removing, using the computer system, redundant
4 categories from the category name.

1 Claim 64 (currently amended): A computer-implemented
2 method according to Claim 57, further comprising:
3 associating, using the computer system, a
4 confidence level with the category name; and
5 selecting, using the computer system, the
6 category name having a substantially best confidence
7 level.

1 Claim 65 (currently amended): A computer-implemented
2 method according to Claim 57, further comprising:
3 retrieving, using the computer system, a merchant
4 information from the item description; and
5 supplementing, using the computer system, the
6 advertising creative with the merchant information
7 subject to space restrictions.

1 Claim 66 (currently amended): A computer-implemented
2 method according to Claim 57, further comprising:
3 normalizing, using the computer system, the case
4 for letters occurring in each of the zero or more
5 words.

1 Claim 67 (currently amended): A computer-implemented
2 method according to Claim 57, wherein the item
3 description comprises at least one of structured and
4 unstructured Web content.

1 Claim 68 (currently amended): A computer-implemented
2 method according to Claim 57, wherein the item
3 description comprises at least one of a product
4 description and a service description.

1 Claim 69 (currently amended): A computer-readable
2 storage medium holding code for performing ~~[[the]]~~ a
3 method ~~[[according to Claim 57]]~~ comprising:
4 identifying, using a computer system including
5 one or more computing devices, at least one item
6 description responsive to an executed query comprising
7 one or more query terms;
8 extracting, using the computer system, a name
9 from the item description;

10 identifying, using the computer system, at least
11 one phrase within the name;
12 summarizing, using the computer system, at least
13 one of the at least one phrase into an advertising
14 creative, the act of summarizing including
15 marking at least one word in the at least
16 one of the at least one phrase using at least one of
17 (A) a match of the at least one word with at least one
18 word of the executed query, and (B) a format rule, and
19 placing the at least one marked word into
20 the advertising creative subject to space
21 restrictions; and
22 outputting the advertising creative to
23 induce rendering on a networked client device.

1 Claim 70 (previously presented): An apparatus for
2 building Web-based advertising creatives, comprising:
3 means for identifying at least one item description
4 responsive to an executed query comprising one or more
5 query terms;
6 means for extracting a name from the item
7 description;
8 means for identifying at least one phrase within the
9 name; and
10 means for summarizing at least one of the at least
11 one phrase into an advertising creative, the means for
12 summarizing including
13 means for marking at least one word in the at
14 least one of the at least one phrase using at least one
15 of (A) a match of the at least one word with at least one
16 word of the executed query, and (B) a format rule, and

17 means for placing the at least one marked word
18 into the advertising creative subject to space
19 restrictions.

1 Claim 71 (new): A computer-implemented method
2 according to Claim 22, wherein the computer system
3 includes an ad server, the computer-implemented method
4 further comprising:
5 providing, using the computer system, the
6 summarized text to the ad server as an advertising
7 creative; and
8 serving, using the computer system, the
9 advertising creative to induce rendering of the
10 advertising creative on a client device.

1 Claim 72 (new): A computer-implemented method
2 according to Claim 57, wherein the computer system
3 includes an ad server, the computer-implemented method
4 further comprising:
5 providing, using the computer system, the
6 advertising creative to the ad server; and
7 serving, using the computer system, the
8 advertising creative to induce rendering of the
9 advertising creative on a client device.